

## **Sign Ordinance Workshop**

### **City of Mesquite**

### **August 25, 2009**

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Mesquite is unique and should not be like the Las Vegas Strip. Mesquite should also not be like Sedona Arizona. We need to strike a balance of interests, preserving the small town feel but still acknowledging the need for signs for the business, resorts, real estate, and master planned communities.

Mesquite Means Business is a wonderful slogan. Businesses have different sign needs than the real estate industry, or the master planned communities, and the resorts. Each has its own unique needs and the sign code should address those needs.

Over arching themes that we would like to see carried out in the Sign Code are:

- Scale, with relationship of the sign to the size of the parcel.
- Location, due to Interstate 15 running through the middle of Mesquite, on ramps and off ramps can block signs if they are only permitted to be 25 feet. The height of the sign could be determined by the location by incorporating sign zones.
- Flexibility, the Sign code should allow flexibility for reasons such as topographical reasons.
- City Council discretion, the ability to seek a Conditional Use Permit for signs that have unique circumstances that cannot be addressed by the Sign Code.

Some specific examples of suggested changes in the Code are as follows:

#### **CR-2 District**

##### *Pole Signs*

1 square foot of sign per 1 linear foot of frontage with a maximum height of 40 feet tall

#### **CR-3 District**

##### *Flat Signs*

One or more signs per business subject to building façade area

#### **HT District**

##### *Marquee*

One or more signs per business subject to building façade area

##### *Monument*

One or more signs per business subject to building façade area

##### *Pole Sign*

8 square feet per linear foot of frontage maximum 40 feet tall

##### *Reader Sign*

A maximum height of 40 feet tall

**PB District*****Marquee***

One or more signs per business subject to building façade area

***Pole Sign***

A maximum height of 40 feet tall

***Reader Sign***

50% of allowable area (but not in addition to area available for freestanding sign)

A maximum height of 40 feet tall

**IR-1 and IR-2 Districts*****Pole Sign***

1 foot per linear feet of frontage with a maximum height of 40 feet tall

***Reader Sign***

50% of allowable area (but not in addition to area available for freestanding sign)

A maximum height of 40 feet tall